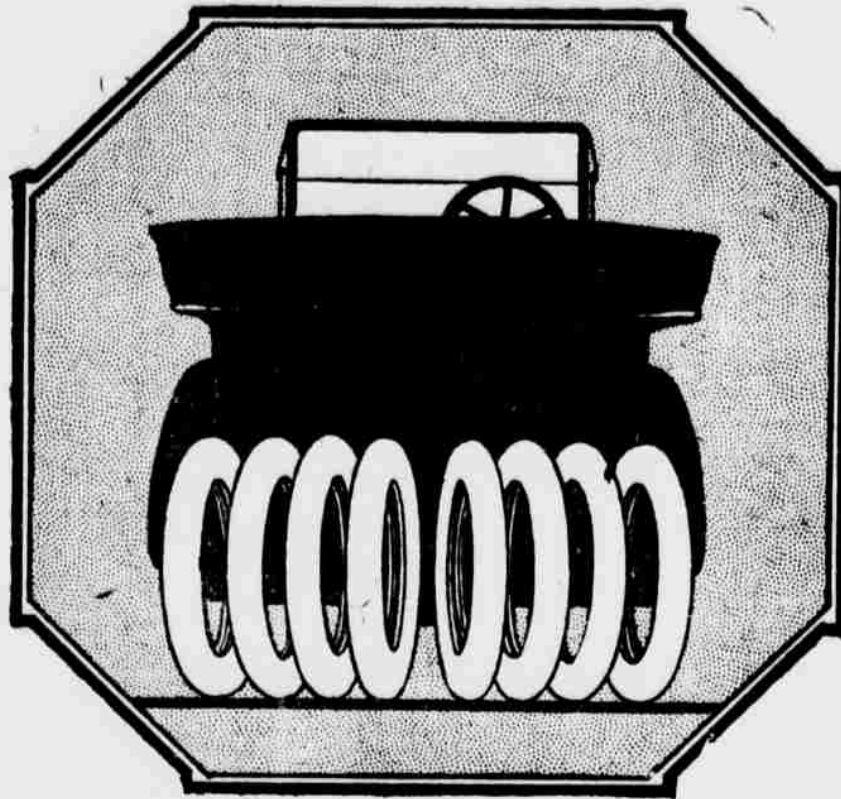
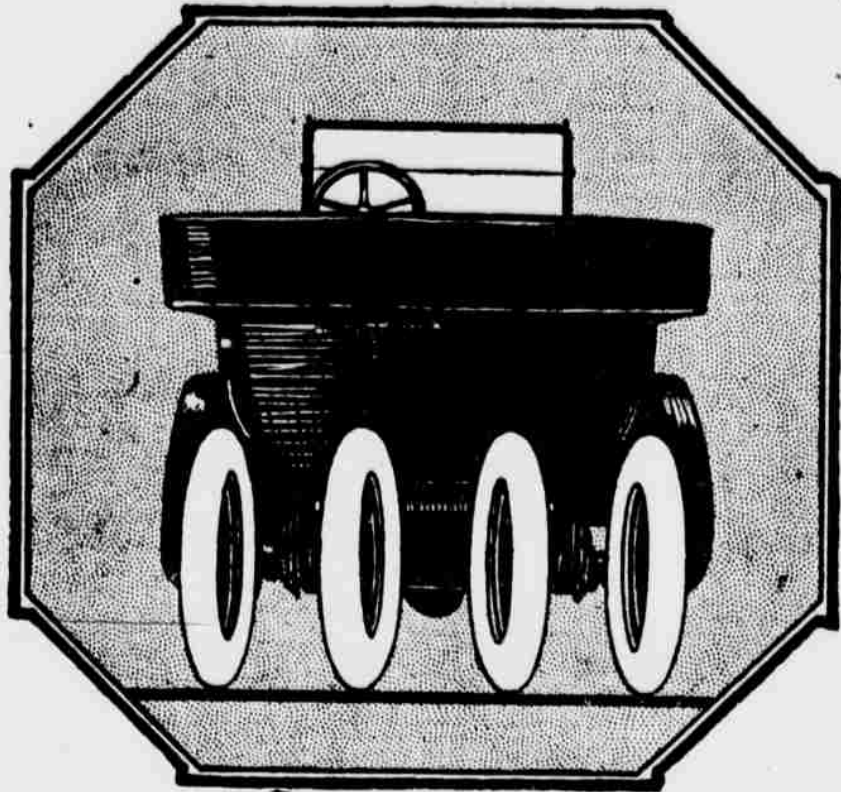


The  
Franklin  
CAR



## How Many Tires Does Your Car Need To Go 10,000 Miles?

**T**HE above question goes straight to the root of one of the largest items of motoring expenditure. For tires cost money—how much money depends largely on whether your car is or is not easy on tires.

The average car (on the right) heavy, or rigidly built, or both—to go 10,000 miles, needs an extra set of tires, or eight tires in all.

The Franklin Car (on the left) to go the same distance—and further—needs only the four tires on the car, or half as many as the other.

There could be no clearer illustration of the splendid economy of the Franklin—America's First Light Weight Fine Car; nor a more direct indictment of unnecessary motor car weight.

### Heavy Weight Pounds Out Tires

It is excess weight that prevents the average heavy and rigid car from equaling the publicly-known Franklin tire-mileage. The action of the weight of an automobile on its tires is similar to a hammer blow—and the heavier

the hammer, the harder and more destructive the blow. Heavy weight pounds out tires prematurely. And the heavy car owner, accustomed to paying for tire-mileage *he doesn't get*, accepts it as part of the game—until he meets a Franklin owner.

*For Franklin owners in every part of the country, get a consistent delivery of 10,000 miles and more to the set of tires.*

The reason lies in the sixteen-year old Franklin principle of Scientific Light Weight and Flexible Construction. The Franklin weighs 2445 pounds—the right weight for a full-size five passenger car. Moreover, it carries the minimum *unsprung* weight—weight *below* the springs, that contributes to the pound and shock tires must meet.

Franklin Flexible Construction—full elliptic springs, instead of the usual compromise type; chassis frame of tough, resilient ash instead of unyielding steel—is still another reason why tires on the Franklin get every opportunity to deliver the full mileage that is in them. This flexible construction reduces

road-shocks on tires. There are no torque bars or strut rods to cause the *rigidity* that leaves tires unprotected.

### Light Weight Also Means Gasoline Economy

These facts of Franklin construction affect the whole performance of the car. Because of Scientific Light Weight, because of Flexible Construction, the Franklin is not only economical in tires, but also gives a day-by-day delivery to its owners of 20 miles to the gallon of gasoline instead of the usual 10, besides remarkable riding-comfort and ease of handling.

Think of these things—and decide that any car that combines *fineness* with motoring economy such as this, is worth your immediate inspection.

For, any way you look at it, your motoring satisfaction in 1919 is going to depend on whether or not you have a car that will give you efficient transportation, with the utmost comfort, safety and reliability—at the least expense.

## FRANKLIN MOTOR CAR CO.

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